

ABSTRACT

This study aims to determine whether there is a significant influence between service quality on customer loyalty in JP Bistro Restaurant, Hotel Aryaduta Jakarta. Service quality assessed based on five dimensions: tangible, reliability, responsiveness, assurance, and empathy. In this study, there were 99 respondents from customers of JP Bistro Restaurant, Hotel Aryaduta Jakarta at lunch during weekdays. Analysis of the influence between variables by using simple regression analysis. From the analysis of the data, it was found that the quality of service influence significantly by 45.9% on customer loyalty in JP Bistro Restaurant, Hotel Aryaduta Jakarta.

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